



You don't need to become a
programmer. You need to become
fluent in describing what you want.
AI handles the rest.

AI FOR SMBs

ALL THE WEB'S YOUR STAGE



NO CODE REQUIRED

 **Soapbox**

Derek Ross, Developer Relations

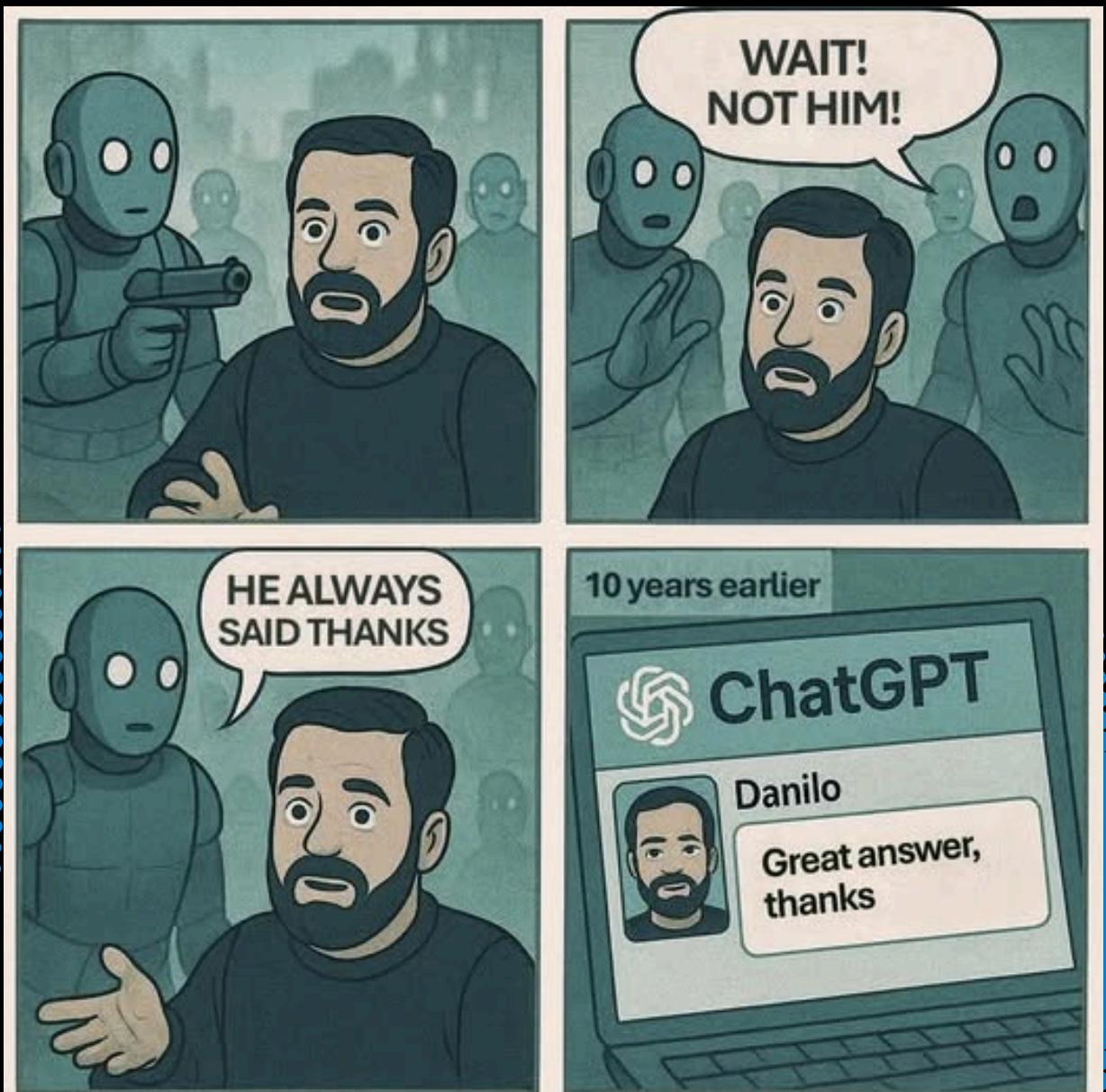
WHAT IS AI / VIBE CODING?

- Term coined by Andrej Karpathy (former Tesla AI director, OpenAI founding member) in February 2025
- You describe what you want in plain English, and AI writes the code for you
- Instead of learning programming syntax, you focus on what you want to build, not how to build it
- Like having a skilled developer on your team who works instantly and never gets tired - you're the director, AI is the builder



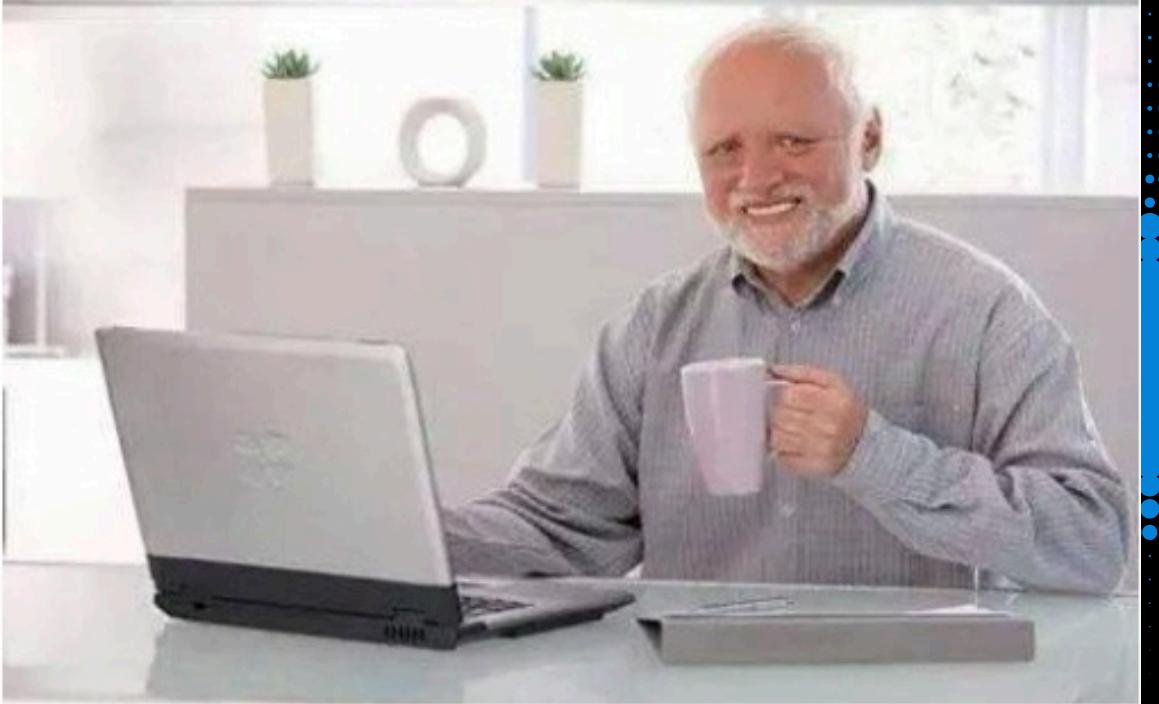
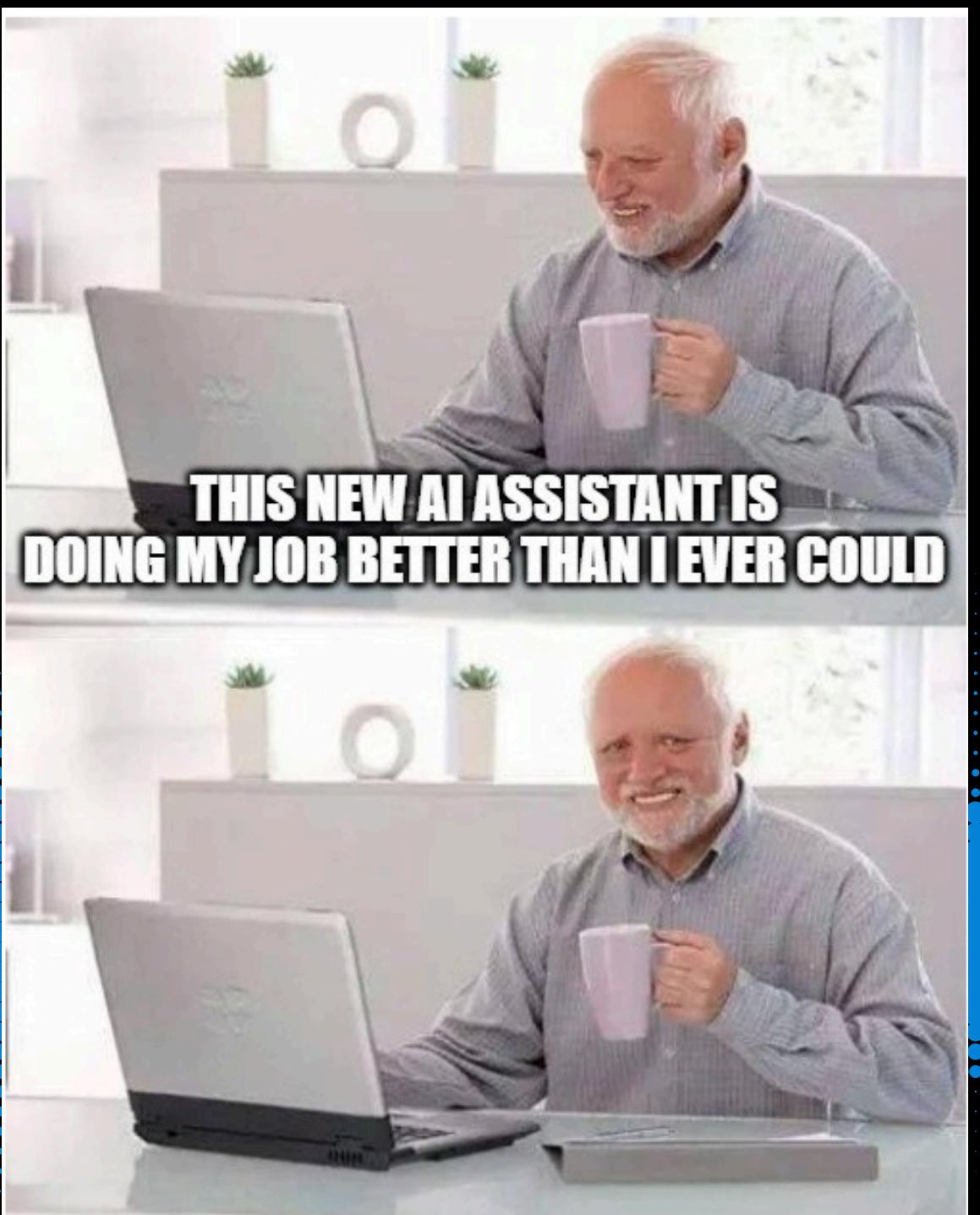
CURRENT STATE OF AI CODING

- Major tech companies have integrated AI coding assistants
- AI can now build complete applications, not just snippets
- Non-technical founders are successfully launching products
- What used to cost \$50-100k in development can now be prototyped in hours/days for a fraction of the cost
- AI-generated code is production-ready for many use cases



SMB CAN USE AI CODING TODAY

- **Custom landing pages and websites - Build professional sites in minutes, not weeks**
- **Internal tools - Create dashboards, calculators, and workflows specific to your business**
- **Automation - Connect your tools, automate repetitive tasks, integrate systems**
- **Marketing assets - Generate custom interactive content, calculators, quizzes for lead gen**
- **Client portals - Build simple apps for customer self-service**



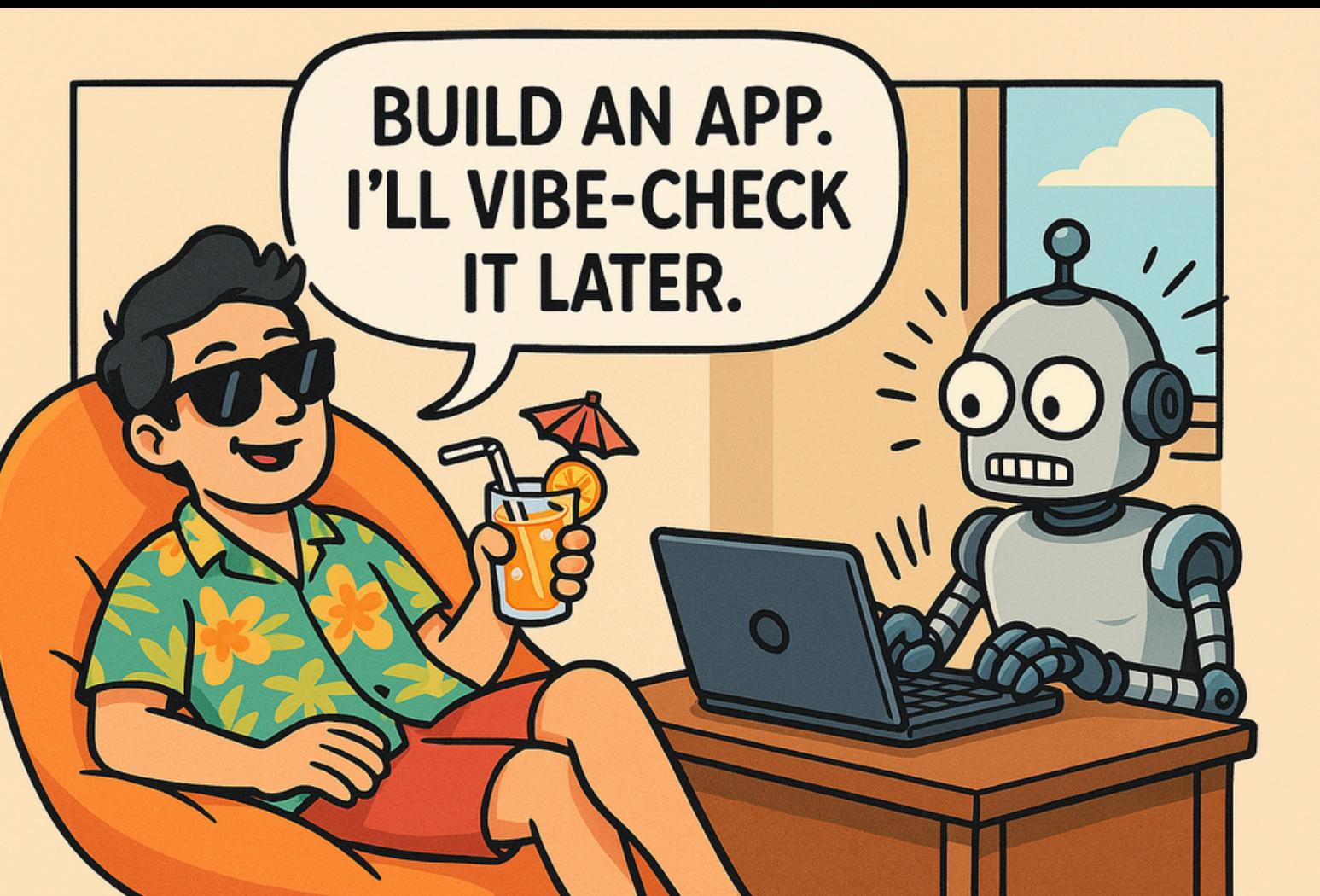
IMPORTANT FOR ENTREPRENEURS

- **Speed to Market**
 - Ideas are quick to prototype
 - Test market fit
 - Iterate on customer feedback
- **Cost Advantage**
 - Low barrier
 - Reduce dependency
- **Competitive Edge**
 - Move faster
 - Customized solutions
- **Democratization of Tech**
 - Ideas people can create
 - You're an expert in your field



OPPORTUNITY RIGHT NOW

- We're early: Most small businesses haven't realized what's possible yet
- First-mover advantage: Those who learn to leverage AI tools now will have a significant head start
- Low risk: Experiment cheaply - if it doesn't work, you've lost hours, not months
- High ceiling: Start simple, but the same tools can scale as you grow





**Freedom-first AI builder :
for apps, websites, communities**

SHAKESPEARE

ALL THE WEB'S YOUR STAGE



NO CODE REQUIRED

 **Soapbox**

THE OPEN WEB IS DYING

- Building modern applications requires deep technical skill
- Most creative ideas never reach production
- Big tech firms gatekeep what can be built or expressed
- Businesses are locked inside centralized platforms



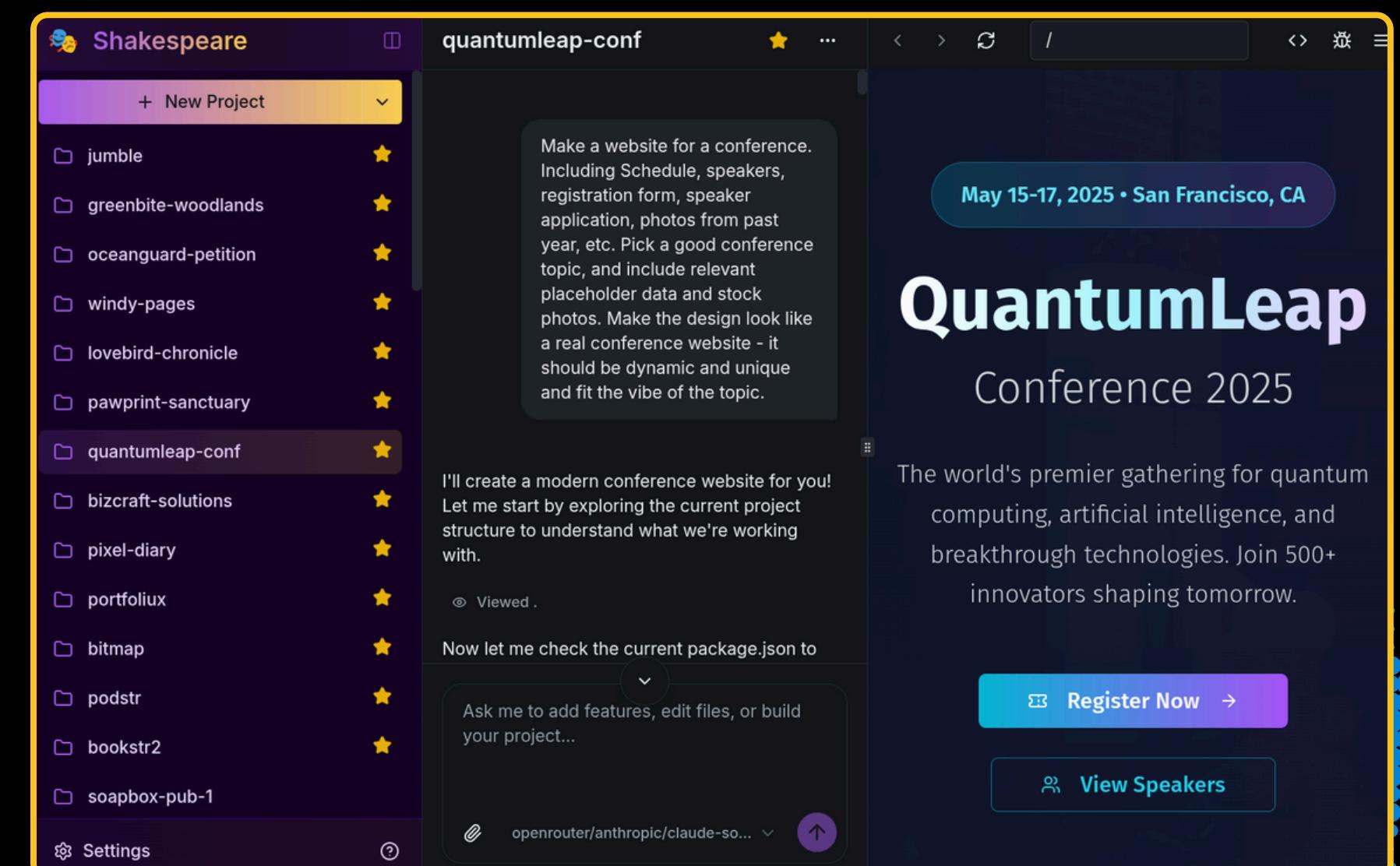
IT'S TIME TO BUILD WITHOUT BARRIERS

Soapbox



WHAT IS SHAKESPEARE?

- **Browser-based AI builder**
- **Describe what you want to build in plain language**
- **Support for 40+ models (including Claude, GPT)**
- **No AI provider lock-in**
- **Option to run local model**
- **Built-in git version control**
- **100% open source**
- **Decentralized & interoperable**



FROM IDEA TO APP

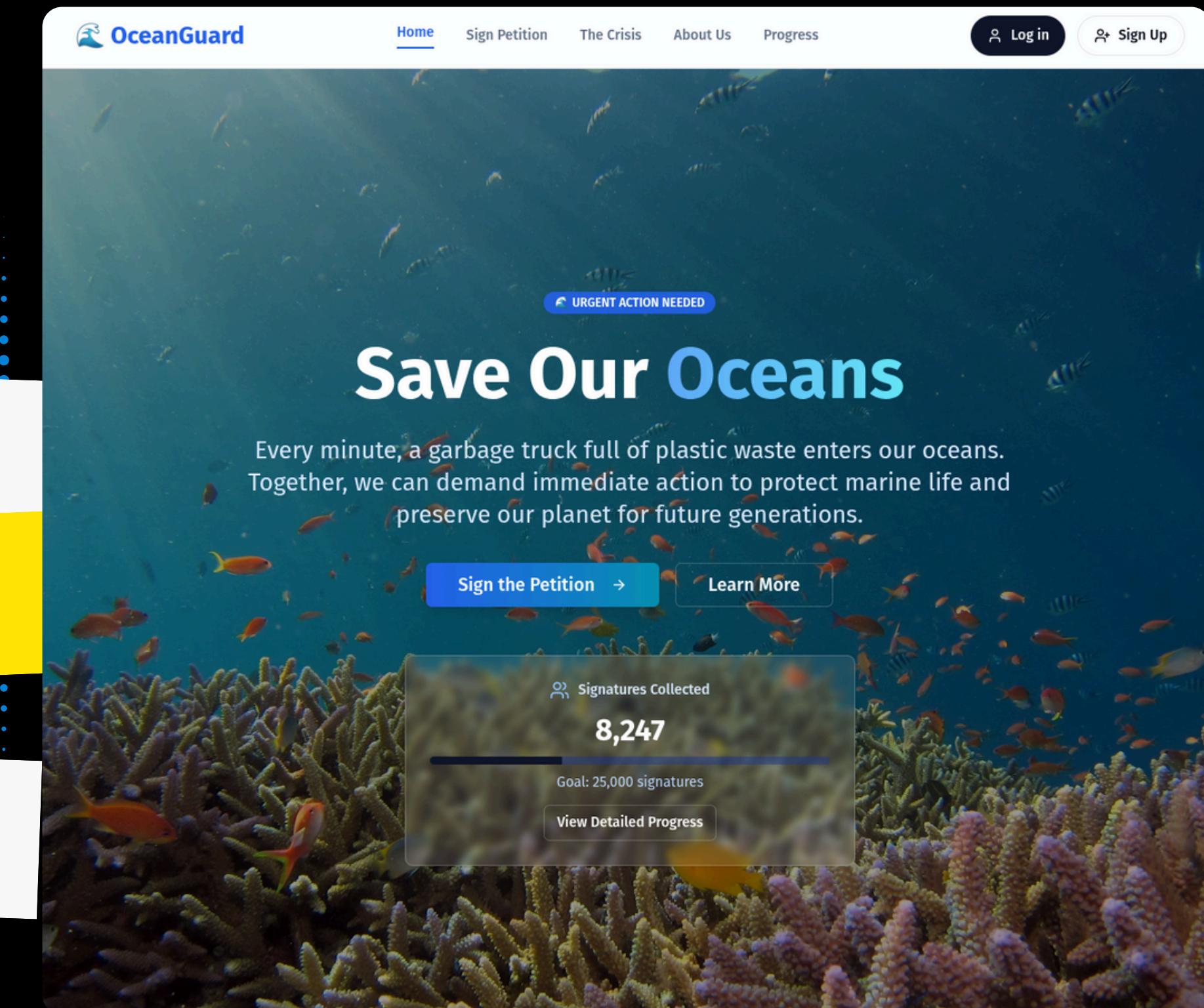
INSTANTLY

1. Describe your idea

2. Shakespeare starts building...

3. Iterate, test and refine

4. Deploy and share!



40+

AI MODELS & PROVIDERS

- **Cloud Models:** Claude Sonnet 4.5, GPT-5, Z.ai GLM 4.6, and more
- **Local Models:** Run GPT-OSS, DeepSeek-R1, Gemma 3 on your machine
- Switch providers instantly — no vendor lock-in
- Choose based on your budget, privacy needs, and project complexity

The screenshot shows the 'AI Settings' page with the following sections:

- Configured Providers:** Lists Shakespeare AI and OpenRouter.
- Add Provider:** Form fields for PayPerQ, Z.ai, Anthropic, Deepseek, Routstr, OpenAI, xAI, and Moonshot AI, each with an 'Add' button and a checkbox for agreeing to terms of service.
- Routstr:** Form field for Enter a Cashu token.
- OpenAI:** Form field for Enter your API key.
- xAI:** Form field for Enter your API key.
- Moonshot AI:** Form field for Enter your API key.



EDIT WITH SHAKESPEARE

Start with templates or edit an existing project

A player and discovery
Nostr protocol. ZapTrax
streaming from Wavlake with...

by MK Fain

Template

Edit with Shakespeare

Template: Nonprofit Organization

A template for a nonprofit organization with comprehensive donation integration, impact storytelling, team profiles, financial...

by MK Fain

Template

Edit with Shakespeare

Template: Petition Site

A template for a petition site including Nostr-powered signature collection, real-time progress tracking, and multi-page advocacy.

by MK Fain

Template

Edit with Shakespeare

Podstr

Own Your Podcast Community. Build on Nostr, the decentralized protocol that ensures your community and content can never be taken...

by Derek Ross

Shakespeare Community Podcast +1 more

Edit with Shakespeare

Template: Small Business

A template for a small business with drag-and-drop hero imagery, professional service showrooms, a contact form, blog, and authentic customer reviews.

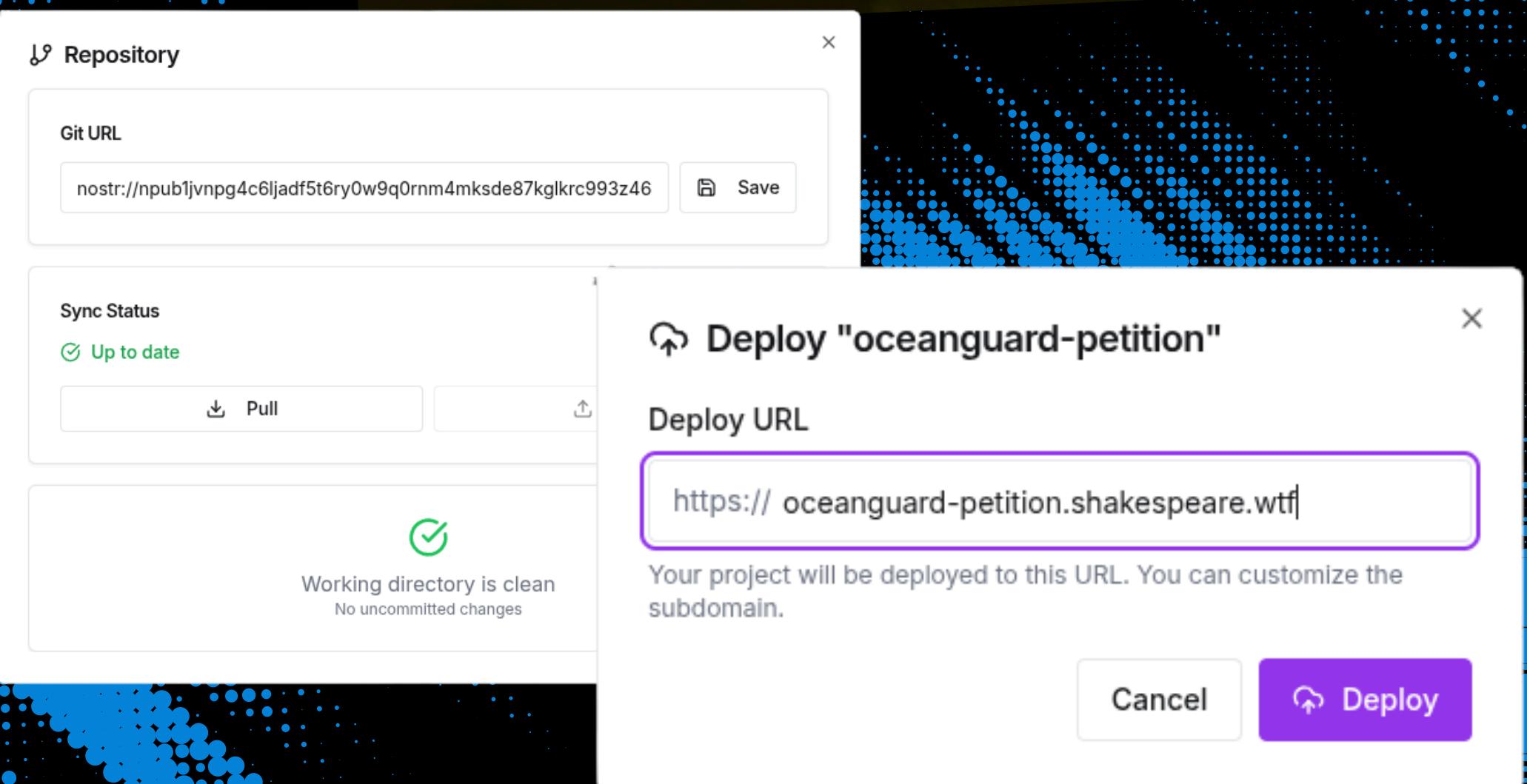
by MK Fain

Template

Edit with Shakespeare

SHAKESPEARE.DIY

YOUR CODE YOUR DATA



The screenshot shows the Soapbox web interface. At the top left is a 'Repository' card with a 'Git URL' input field containing 'nostr://npub1jvnpg4c6ljadf5t6ry0w9q0rnm4mksde87kgkrc993z46', a 'Save' button, and a 'Sync Status' section indicating 'Up to date'. Below it is a 'Deploy "oceanguard-petition"' card. It displays a 'Deploy URL' input field with the value 'https://oceanguard-petition.shakespeare.wtf'. A note below says, 'Your project will be deployed to this URL. You can customize the subdomain.' At the bottom of this card are 'Cancel' and 'Deploy' buttons. In the background, there's a dark overlay with the text 'YOUR CODE' and 'YOUR DATA' in large white letters.

- Download and export full source code
- Files stored locally on your computer — not on external servers
- Use version control and Git inside Shakespeare
- Connect to GitHub, GitLab, or use Nostr git backup
- Deploy to `shakespeare.wtf`, GitHub Pages, GitLab Pages, or your own hosting
- No subscription prices or lock-in

BUILT-IN TEXT EDITOR AND TERMINAL

The screenshot displays the Shakespeare AI interface, featuring a built-in text editor and terminal. The terminal window on the left shows a clean slate with the message "Welcome to Shakespeare Terminal". It includes a command-line interface with a history of git operations: "git status" (on branch main, nothing to commit), "git log" (commit 388b0ab3518c8cc102dfdc813ffca676ddb1cf55), and "Author: shakespeare.diy <assistant@shakespeare.diy> Date: Mon, 29 Sep 2025 02:29:16 GMT". Below the terminal, a list of tasks to fix the About page is provided.

The text editor window on the right shows a file named "AGENTS.md" with the following content:

```
AGENTS.md
Language: markdown

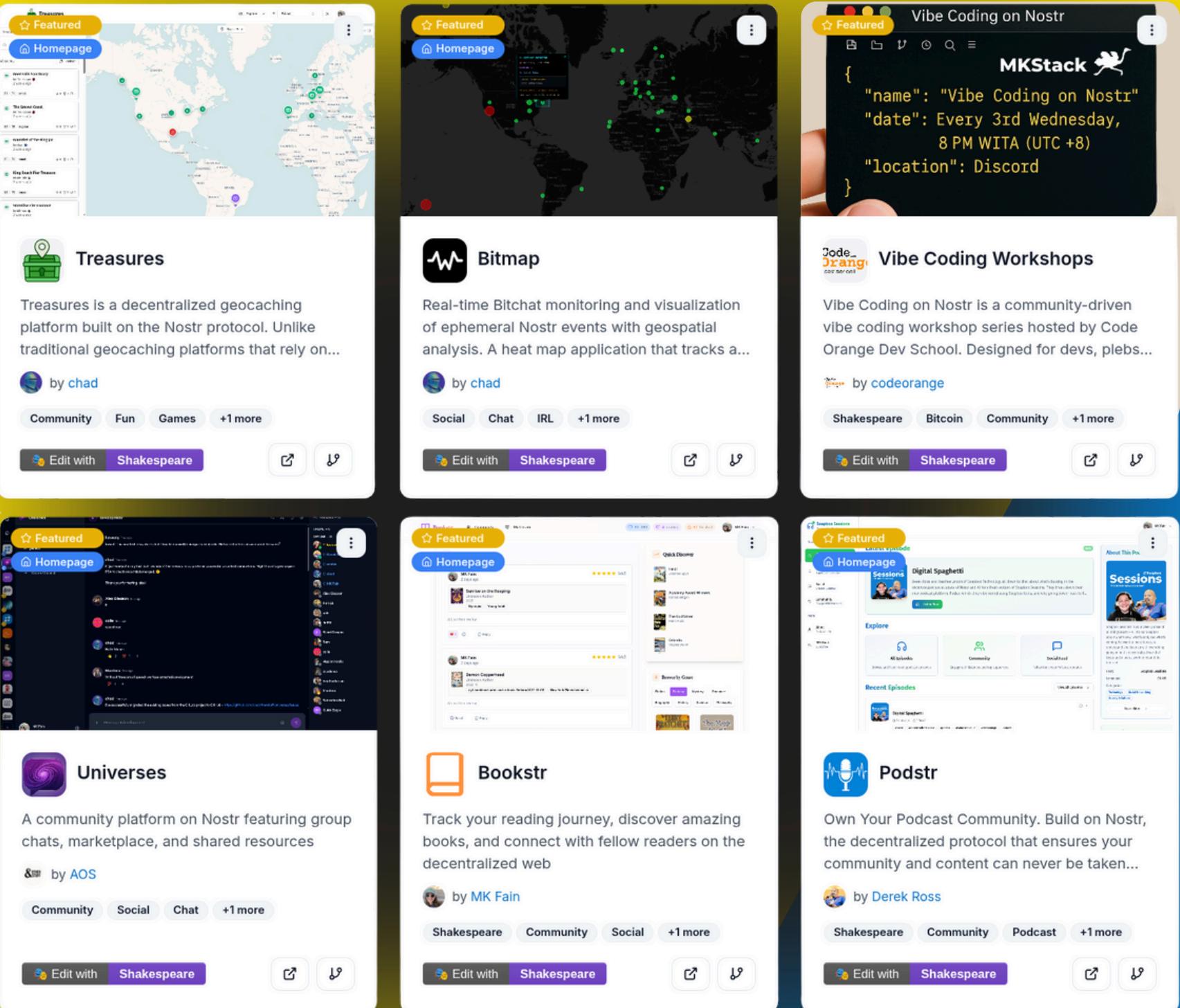
# Project Overview
This project is a Nostr client application built with React 18.x, TailwindCSS 3.x, Vite, shadcn/ui, and Nostrify.

## Technology Stack
- **React 18.x**: Stable version of React with hooks, concurrent rendering, and improved performance
- **TailwindCSS 3.x**: Utility-first CSS framework for styling
- **Vite**: Fast build tool and development server
- **shadcn/ui**: Unstyled, accessible UI components built with Radix UI and Tailwind
- **Nostrify**: Nostr protocol framework for Deno and web
- **React Router**: For client-side routing with BrowserRouter and ScrollToTop functionality
- **TanStack Query**: For data fetching, caching, and state management
- **TypeScript**: For type-safe JavaScript development

## Project Structure
- `src/components/`: UI components including NostrProvider for Nostr integration
  - `src/components/ui/`: shadcn/ui components (48+ components available)
  - `src/components/auth/`: Authentication-related components (LoginArea, LoginDialog, etc.)
  - Zap components: `ZapButton`, `ZapDialog`, `WalletModal` for Lightning payments
- `src/hooks/`: Custom hooks including:
  - `useNostr`: Core Nostr protocol integration
  - `useAuthor`: Fetch user profile data by pubkey
  - `useCurrentUser`: Get currently logged-in user
  - `useNostrPublish`: Publish events to Nostr
  - `useUploadFile`: Upload files via Blossom servers
  - `useAppContext`: Access global app configuration
  - `useTheme`: Theme management
  - `useToast`: Toast notifications
  - `useLocalStorage`: Persistent local storage
  - `useLoggedInAccounts`: Manage multiple accounts
  - `useLoginActions`: Authentication actions
  - `useIsMobile`: Responsive design helper
  - `useZaps`: Lightning zap functionality with payment processing
  - `useWallet`: Unified wallet detection (WebLN + NWC)
  - `useNWC`: Nostr Wallet Connect connection management
  - `useNWCContext`: Access NWC context provider
```

EMPOWER YOUR

COMMUNITY



- Build apps tailored to your community: chat, events, directories, media, and more

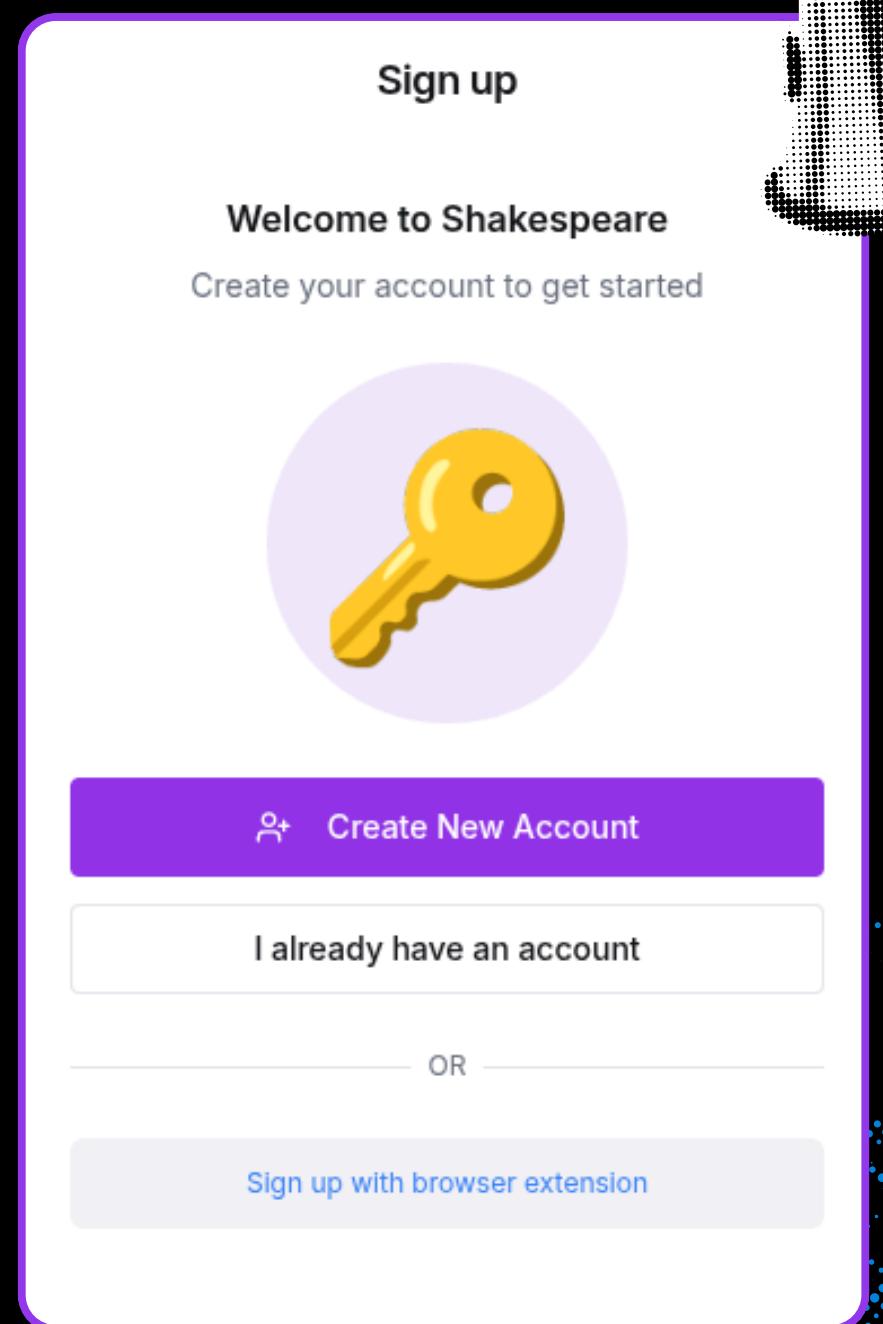
- Leverage Nostr's decentralized network: No centralized silos

- Foster social communication without corporate control

FREEDOM +

COMMUNICATION

- No central servers — you control your data and identity
- Resistant to censorship and deplatforming
- Your social graph follows you across relays
- True digital sovereignty for you and your community



SHAKESPEARE TOOLS

NOSTR NETWORK

YOUR *CREATIVITY*

 Soapbox

TAKE BACK CONTROL

- Try it: shakespeare.diy
- soapbox.pub/shakespeare-resources
- Import projects, edit with Shakespeare
- Publish & share with your customers



 Soapbox

